















U.S. Franchise Trade Mission Participants Profiles - Mumbai, Hyderabad, and New Delhi, April 10-15, 2011



S.No	Company Name	Brief U.S. Franchisor's Profile	Business Objectives in India	Minimum Investment required (approximately)
1	 <p>Applebee's International, Inc. http://www.applebees.com/</p>	<p>1. "Applebee's is a neighborhood grill & bar dedicated to serving outstanding American fare at an excellent value, while providing a genuine, neighborly experience in an atmosphere that celebrates the spirit of the community." 2. The world's largest casual dining chain in the world, with over 2000 restaurants and part of Dine Equity Group (also owns IHOP – International House of Pancakes, with 1600+ restaurants), the company has large purchasing power. 3. Proven, successful and validated concept for more than 30 years, with broad customer appeal. 4. Proprietary systems, software, state of the art training, support etc. 5. Customized menus that address local tastes and preferences 6. Open for breakfast, lunch and dinner and offer a full bar (depending on local customs) 7. Proven international operations and support in 16 countries and 144 locations 8. Updated and flexible restaurant design layouts adaptable to a broad range of sites</p>	To Identify potential franchisees	\$1MM to \$3MM per restaurant
2	 <p>BannaStrow's Crepes and Coffee http://www.bannastrows.com/</p>	<p>BannaStrow's is a 4-unit franchise concept that focuses on an assorted menu of crepes, smoothies, coffee and salads, cooked to order in front of its customers for a wonderful show! It was created after more than 14-years of experience in the restaurant business. The creators of BannaStrow's saw a tremendous potential in crepes as an outstanding food item. Today the concept is starting to saturate areas with proximity to food courts and high foot traffic in the U.S.</p>	Interested in one potential master licensee for Mumbai, Hyderabad, and New Delhi each; or one master licensee for all-India	Minimum Investment Required: \$ 500,000; Minimum operating capital: \$250,000

3	 <p>CKE Restaurants, Inc. http://www.ckr.com/</p>	<p>Carl's Jr was established in 1941 in Anaheim, California and together with Hardees, operates two premium QSR restaurants under CKE Restaurants INC. USA. CKE Restaurants is America's premier burger brands, Carl's Jr.® & Hardee's®, leading owner and operator of branded quick-service restaurants, with 71.5% of the system is franchisee-owned and System-wide sales of \$3.3 billion. Today there are over 3150 restaurants of which 360 are located internationally in China, Indonesia, Singapore, Vietnam, Malaysia, Russia, Middle East, Pakistan and are growing by the day. Carl's Jr focus is on building solid restaurant fundamentals, innovative premium product strategy, cutting-edge advertising, dual-branding strategies in order to promote system and franchisee profitability. Carl's Jr unique service attributes offer partial table service, made-to-order service to ensure the freshest made products, a wide premium menu, all-you-can-drink beverage bars and unbeatable customer service and hospitality. CKE Restaurants are renown for outstanding brand management and leadership, a solid base of company restaurants, are very focused on bottom line profitability, value strong relationships with franchisees and have a solid track record of performance</p>	<p>To secure franchisees to develop Carl's Jr restaurants either by major metro city(s) and/or by State, with an ability to invest financially and organizationally to establish a minimum of 25 restaurant network</p>	<p>A net worth of USD500,000 per store and liquidity of 30% or USD150,000 per store</p>
4	 <p>Denny's http://www.dennys.com/en/</p>	<p>Established in 1957, Denny's is a family dining establishment with over 1,600 restaurants operating in 7 countries. With over 2,100 restaurants across America and 8 foreign countries, and with annual sales of more than \$2.25 billion, Denny's is the largest full-service family restaurant chain. Denny's system is nearly 90% franchised & 100% focused on long-term, strategic franchise development.</p>	<p>To identify Area Licensee</p>	<p>A 10 unit area license has an initial area license fee of \$400,000. Additional capital is required to open the first restaurants</p>
5		<p>Focus Brands is a multi-branded food service company and quick casual restaurant franchisor. Headquartered in Atlanta, Georgia they have over 3200 franchised units and sales of about \$500 million. They are represented in 50 states and 40 countries around the world. Their brands are: Cinnabon, Carvel Ice Cream,</p>	<p>To identify potential Master Licensees and Area Developers</p>	<p>For Carvel – USD\$100,000 – \$300,000 Schlotzsky's Deli – \$300,00 to \$700,000 Moe's Southwest Grill –</p>

	Focus Brands, Inc. http://www.focusbrands.com/	Schlotzsky's Deli, Moe's Southwest Grill, and Auntie Anne's Pretzels.		\$5400,000 to \$800,000
6	 The Johnny Rockets Group, Inc. http://www.johnnyrockets.com/index2.php	Johnny Rockets is an international restaurant chain that provides the food, fun and friendliness reminiscent of feel-good Americana. Johnny Rockets serves more than 13 million hamburgers to its guests. Johnny Rockets operates company-owned and franchise-owned restaurants domestically and internationally.	To identify potential master franchisees	A net worth of \$5,000,000, and available liquid capital of \$1,500,000
7	 Molly Maid, Inc. http://www.mollymaid.com/	Incorporated in 1984, Molly Maid® is a branded, professional, trusted, trained, safe, insured and uniformed solution to the residential cleaning needs of today's families. There are over 750 Molly Maid units in 5 countries.	Molly Maid® License Offer: Regional master license (sub-franchising is provided)	US\$300,000 for a regional license fee and start-up costs
8	One and Four, LLC - representing  http://www.titanicpigeonforge.com	The Titanic is the world's largest museum devoted to the RMS Titanic. The museums house Titanic, a replica of the ship with authentic artifacts from the bottom of the sea.	To evaluate franchise and joint venture opportunities	Master licensee or area developer fee: minimum of \$1 million dollars per venue

	 <p>http://www.crimemuseum.org/</p>	<p>The National Museum of Crime & Punishment features intriguing exhibits on crime labs, CSI workshops, the history of crime, famous crime, Mafia crime, Wild West, high-speed chase simulators, and a Firearms Training Simulator (F.A.T.S.).</p> <p>Wonderworks http://www.wonderworkstn.com/ is an interactive upside down science museum. The museums are currently located in: Orlando, Pigeon Forge, Myrtle Beach, and Panama City.</p>		
9	 <p>Pollo Tropical</p> <p>http://www.pollotropical.com/</p>	<p>Pollo Tropical is a fast-casual restaurant chain specializing in Miami-Caribbean cuisine featuring marinated, grilled chicken (NOT fried!) and other Caribbean Latin specialties, all cooked fresh with tropical flair. Based in Miami, the company operates in 8 countries and has over 120 restaurants, with models ranging from free-standing drive-thru units to in-line and food court units. The company is part of Carrols Restaurant Group, a publicly traded (NASDAQ: TAST) multi-brand company with over 500 restaurants and nearly \$1 billion in annual sales.</p>	<p>Pollo Tropical is seeking area developer franchisees, who are restaurant companies (or groups forming to become restaurant companies) that can build and operate multiple units. Interested in direct franchising to experienced hospitality industry companies</p>	<p>For a <u>city</u> or <u>regional franchise</u>: Each Pollo Tropical requires an investment of between \$500,000 US and \$1,500,000</p>
10	 <p>RadioShack Corporation</p> <p>http://www.radioshack.com/home/index.jsp</p>	<p>RadioShack offers a broad selection of technology products, including innovative mobile devices, accessories, and services, as well as items for personal and home technology and power supply needs.</p>	<p>To identify potential Master Franchisees, JV partners, and Distributors</p>	<p>Approximately \$2 to 5 Million</p>

11	 <p>Rita's Italian Ice http://www.ritasice.com/</p>	<p>In 1984, Rita's opened its first store in the East Coast of the United States to offer the best-tasting, highest quality Italian ice around. For over 27 years Rita's has provided a proven business model that offers a unique, affordable, high-quality product line and a fun family destination.</p>	To identify Area Licensee	<p>A 10 unit area license has an initial area license fee of US\$350,00 plus the cost of opening the first units</p>
12	 <p>United Franchise Group www.billboardconnection.com www.embroidme.com</p>	<p>Billboard Connections is the world's first home-based outdoor advertising agency franchise bringing a complete solution of an outdoor advertising campaign straight to the business community.</p> <p>EmbroidMe offers a one-stop quick turnaround embroidery service for apparel, promotional merchandize and specialty items. With increasing worldwide demand for custom apparel, this embroidery chain provides services for a whole range of corporate business and private customers including hotels, restaurants, schools, sports clubs, fitness centers, service stations and IT companies, to name just a few.</p>	To identify Master Licensee	<p>EmbroidMe India : \$150,000 Master License Fee per territory + 1 flagship store per Territory (\$24,500 franchise store fee + 1 equipment package)</p> <p>Billboard Connection India : \$100,000 Master License Fee per territory + 1 flagship store per Territory (\$42,500 franchise store fee + 1 equipment package)</p>
13	 <p>Wendy's Arby's International http://www.wendysarbysinternational.com/</p>	<p>Wendy's/Arby's Group is one of the world's largest restaurant operating companies, and is comprised of the Wendy's® and Arby's® brands, distinguished by traditions of quality food and service. The company, with approximately \$12 billion in system-wide sales, owns or franchises more than 10,000 restaurants in 27 countries and territories. Wendy's/Arby's International, based in Atlanta, GA, oversees operations and the ongoing development of the Wendy's and Arby's brands outside of the U.S. and Canada.</p>	To Identify potential master licensee	<p>Unit franchise fee: \$35,000 approx. Royalties: 5% of gross sales Advertising/marketing/other fees: 4% of gross sales</p>

14	 <p>Which Wich, Inc.</p> <p>http://whichwich.com/about_us</p>	<p>Which Wich® offers more than 50 varieties of customizable “wiches,” from the signature Wicked®, loaded with five meats (turkey, ham, roast beef, pepperoni, and bacon) and three cheeses, to unique items such as Thank You Turkey®, with stuffing and cranberry sauce. The Which Wich menu also includes plenty of vegetarian options and several healthy wiches for less than 400 calories each.</p>	<p>To identify potential master licensee, individual franchisee, and area developer</p>	<p>Master licensee or area developer fee: To be determined based on size of territory</p> <p>Unit franchise fee: International fee of \$45,000 per unit</p>
15	 <p>Wing Zone</p> <p>http://www.wingzone.com/</p>	<p>The Wing Zone concept was launched in 1991 in the most unlikely setting - a fraternity house kitchen. Despite Wing Zone's humble birth, the core idea targeted pressing needs in the marketplace: to serve high-quality, cooked to order wings and other items available for takeout/delivery and casual dining. Today, this idea has become one of the hottest franchise opportunities around, having grown to nearly 100 restaurants in the United States with hopes of international expansion.</p>	<ol style="list-style-type: none"> 1. To identify experienced Area Developer or Master Franchise that is successfully operating concepts in India. 2. A solid group/organization/company which is looking to expand in the food industry and have the capital and knowledge to take new project and make it successful in India. 	<ol style="list-style-type: none"> 1. 7-20 units Minimum net worth of US\$2,000,000; and 2. US\$240,000 to US\$440,000 per restaurant in cash, liquid assets, or available financing.